

# CTTS TECH TALK

YOUR TECHNOLOGY NEWSLETTER

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## Are You Prepared to Lead Through Chaos? Discover the Blueprint to Bulletproof Your Business Against the Unexpected

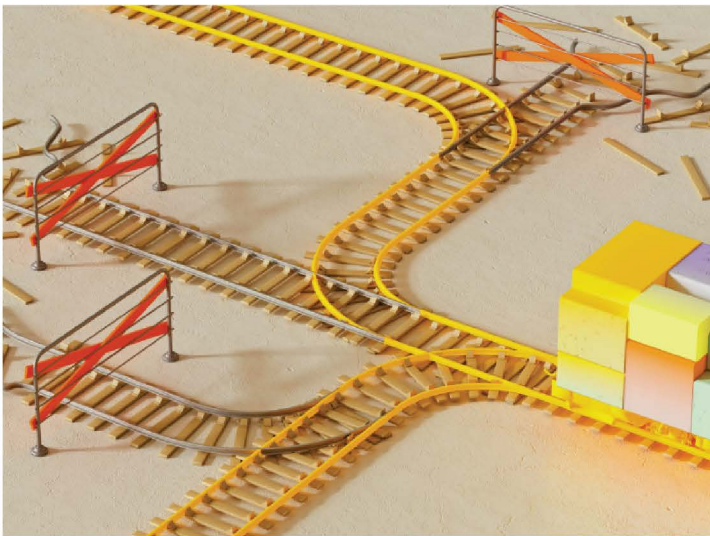


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In today's unpredictable world, leaders like you face an array of threats — from cybersecurity breaches and natural disasters to system failures. These incidents don't just test your resilience; they probe the very foundations of your preparedness.

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# TECH NOTES

## FROM CEO, JOSH WILMOTH



### Don't Let Cyber Threats Eclipse Your Success!

In today's digital age, it feels like we're always one step away from the next big cyber disaster. Seriously, for anyone running a business, especially you seasoned CEOs and business owners out there, it's like playing a never-ending game of whack-a-mole with cyber threats. And let's be real, it's not just about protecting data or systems; it's about safeguarding your rep, your bottom line, and everything you've worked so hard for.

So, here's the deal: On April 8, 2024, we're going to witness something pretty epic—a total solar eclipse. Remember the last one in 2017? Yeah, it's been a minute. This time around, Central Texas is going to turn into a viewing hotspot, which means a ton of tourists and all the chaos they bring with them. Local officials are already dropping hints left and right about what to expect: internet blackouts, cell service going MIA and the kind of tourist influx that could make Black Friday look like a lazy Sunday.

But here's the kicker: this eclipse? It's a perfect metaphor for the cyber threats lurking in the shadows, waiting to plunge our businesses into darkness. Just like prepping for the astronomical crowd and potential service outages, beefing up our cyber defenses requires some serious forethought and action.

That's where CTTs and our Account Manager, Bernice Ramos, come into play. Think of

Bernice as your guide through the cybersecurity wilderness. Scheduling Quarterly Business Reviews with her isn't just a smart move; it's your shield against the digital dark arts. These sessions are like your personal cybersecurity overview, making sure you're always a step ahead of whatever digital calamity is waiting around the corner.

Now, back to the eclipse. As Central Texas braces for its moment under the (absent) sun, let's take it as a wake-up call. This event is drawing crowds, sure, but it's also drawing our attention to the importance of staying prepared—digitally and physically. Increased traffic, both on the roads and online, means we've got to be on our A-game.

So, as we gear up to watch the moon do its thing, let's also gear up our businesses against cyber threats. This is about more than just surviving; it's about thriving in a world where the next cyber glitch could be just around the corner.

Don't let your business get caught in the dark. Reach out to Bernice Ramos and lock in your next Quarterly Business Review. It's time to turn the lights on in the face of those cyber shadows. Let's make sure that when April 8 comes around, the only thing going dark is the sky.

Schedule time with Bernice now, visit <https://bit.ly/BernicesCalendar>

# ADVANCED TECH

## Say Goodbye to Communication Frustrations: How Cytracom Transforms Your Business Phone Experience

# CYTRACOM

In today's fast-paced business world, communication is the linchpin of success. If you've found your current phone system lagging, or if the cost of your VoIP solution seems unjustifiable, it's time to explore Cytracom's fully-featured, MSP-delivered business phone system. Cytracom is not just another VoIP service; it's VoIP made simple, designed to empower your business communications suite.

Cytracom goes beyond basic voice communication by integrating mobility, desktop apps, and messaging, ensuring your team stays connected anytime, anywhere. With unlimited calling within the US and Canada, text messaging across platforms, visual voicemail, and sophisticated hardware—including HD audio and crystal-clear LCD displays—Cytracom offers all the features your business needs and more.

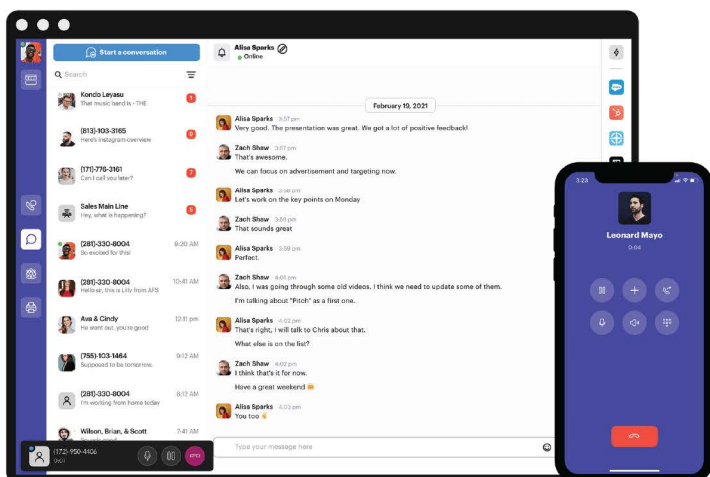
Furthermore, Cytracom's system is built for team enablement, integrating seamlessly with key business productivity tools, including a



native Microsoft Teams integration, to provide unmatched flexibility and communication freedom. Say goodbye to long-term contracts and hello to daily earned business with no commitments, reflecting Cytracom's confidence in their service.

The heart of Cytracom's offering is its intuitive, tightly integrated mobile and desktop apps, along with a centralized management portal that simplifies voice communications for customers and businesses alike. And with local support and sophisticated hardware provided at no additional cost, Cytracom ensures your business communication is always a step ahead.

Have you considered the efficiency boost your business could gain with Cytracom's integrated solutions? Reach out to CTTS today for a free quote and discover how simple and unified communication can transform your business operations. It's time to elevate your business communication with Cytracom.



# BIZTECH

## How to Beef Up Your Incident Response Plan: A Guide for the Prepared Leader

In today's unpredictable world, leaders like you face various threats — from cybersecurity breaches and natural disasters to system failures. These incidents don't just test your resilience; they probe the very foundations of your preparedness.

### The Challenge You Face

As a CEO or business owner, your organization's safety and continuity rest on your shoulders. The question isn't if a disruptive event will happen, but when. And when it does, the confusion and chaos that follow can be overwhelming. But what if you could face these challenges with unwavering confidence?

### Your Path to Unshakeable Confidence

The key lies in an effective incident response plan. With the right strategy, you're not just reacting; you're proactively managing any situation that comes your way. Here's how to enhance your plan:

**Identify and Prioritize Your Assets:** Know your critical data and assets inside out. This knowledge is your first line of defense, enabling you to protect your most valuable resources.

**Assemble Your Avengers:** Behind every great leader is an equally great team. Establish a dedicated group of individuals, each with a clear role, ready to tackle any incident head-on.

**Stay Ahead with Regular Training:** Equip your team with the latest in incident response tactics. Knowledge is power, especially when it's updated regularly.

**Keep a Vigilant Eye:** Implement continuous monitoring to catch threats before they escalate. Early detection can differ between a minor hiccup and a full-blown crisis.

**Clear the Lines of Communication:** Ensure everyone involved, from your team to external stakeholders, knows exactly what to do and when. Clarity is your ally in times of crisis.



**Categorize to Conquer:** Not all incidents are created equal. Develop a system to categorize incidents by severity, helping you to tailor your response effectively.

### How We Empower You

Feeling overwhelmed? You don't have to go it alone. Our expertise lies in turning challenges into opportunities:

We craft a personalized incident response plan tailored to your unique needs. Our risk assessments pinpoint vulnerabilities, setting priorities for planning. We help you build and train an elite incident response team. Advanced security technologies and continuous monitoring become your eyes and ears. Compliance with legal and regulatory standards? Consider it done. Post-incident analysis offers invaluable insights, ensuring continuous improvement.

### Take Command of Your Incident Response Plan

The best time to enhance your incident response plan was yesterday. The next best time is now. With our seasoned experts by your side, safeguarding your organization becomes more than a duty; it becomes your advantage. Schedule a no-obligation consultation today and lead your organization with confidence into tomorrow.